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## MEMORANDUM

July 2, 1953

TO: Addresses Below

FROM: P - Walter E. Johnson

SUBJECT: Report to Psychological Strategy Board

Attached is a draft report on the foreign information and educational exchange program during the period between December 30, 1952 and June 30, 1953, prepared for the Psychological Strategy Board for ultimate submission to the National Security Council.

If the draft contains egregious errors or significant omissions, kindly submit proposed corrections by the close of business on Monday, July 6.

P - Mr. Phillips  
EUR/P - Mr. Montgomery  
FE/P - Mr. Guzzardi  
ARA/P - Mr. Rains  
MEA/P - Mr. Sanger  
GER/P - Mr. Kellermann  
IPO - Mr. Block

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DRAFTTHE FOREIGN INFORMATION PROGRAM

(Prepared by the Department of State)

1. During the period between December 31, 1952 and June 30, 1953, the Department of State undertook to carry out, through the foreign information and educational exchange programs conducted by the International Information Administration and in conjunction with programs carried out by other governmental agencies, the following major substantive tasks derived from relevant public laws, approved papers of the National Security Council, approved papers of the Psychological Strategy Board and programs agreed to by the Psychological Operations Coordinating Committee:

(1) Sustaining and increasing the confidence of other peoples and other governments in the high purpose and the trustworthy character of the United States as a leader of the free world.

(2) Exploiting to the advantage of the free world the series of events in the Soviet Union and its satellites, including Communist China, ensuing upon the death of Stalin.

(3) Promoting the achievement of an honorable armistice in Korea, *and greater stability in Asia generally*,

(4) Promoting measures designed to bring about a greater degree of integration among the nations of Europe, with particular reference to the treaty establishing the European Defense Community.

(5) Countering, particularly in Latin America, the Near and Middle East and South and Southeast Asia, attitudes hostile to the United States and disposed toward neutralism.

(6) Demonstrating to the people of Italy in advance of the general election the advantages accruing to them because of their association with the free world.

2. The execution

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2. The execution of the first task listed in 1 above involved primarily

(1) exploiting the global prestige of the President by

(a) the wide dissemination in radio broadcasts, press releases, pamphlets and magazine articles of the Inaugural Address;

(b) the preparation and the distribution of a documentary film on the inauguration;

(c) the preparation and the distribution of press and photographic materials concerning the career and the philosophy of the President;

(d) full coverage of the Message on the State of the Union;

(e) the preparation and the distribution of press and photographic materials concerning the most important officers of the Administration;

(2) exploiting the initiative taken by the President on behalf of peace and security in his address before the American Society of Newspaper Editors on April 16, 1953, particularly by

(a) assuring that copies of the speech were presented to foreign offices all over the world in advance of delivery;

(b) delivery of Mimescopes of entire speech to seventy-three posts within a day of its delivery, one of which was shown over BBC-TV on April 20 to an estimated audience of six million;

(c) the production and shipment on May 2 of a documentary film on the speech in thirty-five languages;

(d) preparation and dissemination of five million pamphlets, handbills and leaflets on the speech;

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(e) distribution to all missions of a seventy-two page summary of world-wide editorial opinion;

(f) preparation of "photographic illustration of the speech in ten editions of the magazine "Free World" distributed throughout the Far East;

(g) the preparation and distribution of pamphlets based on the speech "What Disarmament Means" and "A Time to Turn the Tide of History;"

(3) exploiting the visits of the Secretary of State and the Director of Mutual Security to Europe and the Near and Middle East and South Asia and the visit of Dr. Milton Eisenhower to Latin America

(4) *increased emphasis upon* developing and executing programs designed to reveal the moral values and the spiritual attributes that animate the people of the United States in their personal attitudes and their public actions

(5) citing scheduled tripartite meeting at Bermuda as evidence of unity of free world and its ceaseless search for amicable adjustments of differences

(6) supporting the committee in Japan in planning and carrying out the year-long celebration (1953-1954) of the hundredth anniversary of the visit to Japan of Admiral Perry

3. The execution of the second task listed in 1 above involved primarily

(1) challenging the new leaders of the USSR to demonstrate their professions of peaceful intent by deeds, not words, particularly in connection with the conclusion of a truce in Korea, the conclusion of a treaty of peace with Austria and the release of prisoners still held by the USSR

(2) suggesting to the governments of Germany, Italy and Japan that they demand the release of their nationals still held as prisoners of war in the USSR

(3) exploiting

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(3) exploiting the renewed effort of the United States, the United Kingdom and France to conclude a treaty concerning Austria and the refusal of the USSR to participate

(4) exposing the withdrawal after the death of Stalin of the charges against the doctors as evidence of the dominance of expediency over principle in the conduct of affairs within the USSR.

(5) demonstrating that conciliatory gestures of new regime, while constituting recognition of need to placate opinion within and without orbit, do not as yet demonstrate reduction of capabilities or change of intent on part of USSR

(6) emphasizing to the satellites of Europe the insecurity of the regimes under which they now live, and particularly as the result of demonstrations in East Germany and Czechoslovakia the potential for freedom that exists in the area and the betrayal by the USSR of the working populations

(7) amplification of report of United Nations Committee on forced labor as evidence of unchanged conditions within USSR

(8) full but sober coverage of the Wels Escapee Center in Austria, including address by Ambassador Thompson emphasizing purpose of escapee program.

4. The execution of the third task listed in 1 above involved primarily

(1) demonstrating the unremitting patience and determination of the United Nations Command to achieve an armistice on reasonable terms

(2) developing for global dissemination through personnel detailed to the Far East Command pictorial, written and transcribed material designed to demonstrate the humane treatment

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treatment of prisoners of war by the United Nations Command and the justice of its position with regard to repatriation

(3) countering by reasoned argument and sober discussion the opposition of the Republic of Korea to an armistice

(4) exploitation of the wide support, particularly by the government of India, to the proposals of the United Nations Command for a solution of the problem of repatriation

(5) continued exposure of the charges that the United Nations Command employed biological warfare in Korea, including preparation of a fourth supplement to the kit on biological warfare, arrangement with the Foreign Office of the United Kingdom for a pamphlet to be written by a British journalist, exploitation of a denunciation of the charges by Pandit Nehru, and plans for dealing with the matter in the United Nations should it reappear there

*add A*

5. The execution of the fourth task listed in 1 above primarily involved

(1) continued promotion, increasingly by the provision of materials and data for the use of indigenous groups, of understanding of the objectives of the United States in Europe and so to promote the ratification of the treaty establishing the European Defense Community and the contractual agreements with Germany

(2) continued promotion, again largely through indigenous groups, of data and materials revealing the advantages to be gained by Europeans through closer integration militarily, economically and politically

(3) providing grants to 1459 nationals of other NATO countries, including 34 journalists, to visit the United States and 1083 grants to nationals of the United States to visit other NATO countries

(4) increased

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(4) increased emphasis on the cultural attainments of the United States

(5) the inauguration to Spain of a series of broadcasts designed to acquaint the people of the country with the objectives of the United States in Europe, to diminish their sense of isolation and so to provide a base for the negotiation <sup>is the better</sup> ~~understanding of the current negotiations~~ and fulfillment of the contractual agreements

(6) the continued functioning of binational committees for promoting good relations between local communities and the United States forces stationed within them

~~and~~ executing with the cooperation of the government of Austria plans to ensure minimum publicity for the Congress in Defense of the Rights of Youth held in Vienna.

6. The execution of the fifth task listed in 1 above primarily involved

(1) exploitation of the interest shown by the Secretary of State and the Director of Mutual Security in their visit to the Near and Middle East and by Dr. Milton Eisenhower in his visit to Latin America of national culture and popular efforts to better the condition of the countries concerned

(2) cooperation with the governments of Egypt, Turkey and Iraq in information programs directed at the armed forces of the countries concerned with the purpose of developing internal stability and individual responsibility and exposing Soviet Communism

(3) provision to the Ministry of Education in Iraq of material exposing Soviet Communism for distribution among students

(4) cooperation in Morocco and Libya with United States forces and local groups to facilitate acceptance of the presence of United States forces in the area

(5) the provision to Radio Ankara of scripts exposing Soviet Communism for short-wave broadcasts to the satellites of Europe ~~to include a ban on further~~

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7 (S) cooperation between the USIS Near East Regional Service Center in Beirut and the Technical Cooperation Administration for the production of photographs and pamphlets

8 (S) arranging for broadcasts to Argentina from Radio Carve, in Montevideo

9 (S) initiating an extensive program of personal contacts in Brazil to counteract doctrines hostile to the United States

10 (S) initiating a program in Chile designed to hamper agitation for nationalization of the copper industry

7. The execution of the sixth task listed in 1 above involved primarily a carefully planned and executed program, largely in support of indigenous groups, including political parties and trade unions, to provide films, pamphlets, posters and exhibits emphasizing Italy's economic progress, agrarian reform and renewed international prestige as the threat of Communism to the retention of these gains.

8. Major obstacles or difficulties encountered in carrying out the tasks include

(1) Differences between the United States and the peoples and the governments of other countries in estimating the capabilities and the intentions of the USSR, particularly in view of the conciliatory gestures made by the leadership of the USSR following the death of Stalin.

(2) The increasing preoccupation of the nations of Western Europe with internal, and particularly economic, problems, the instability of the governments of several of these countries and their concern with past rivalries rather than present dangers and future opportunities.

(3) The growth of strongly nationalist sentiment in many newly independent states and the tendency to identify the United States as a defender of practices associated with colonialism.

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(4) The preoccupation of the Arab States with Israel and their tendency to identify the United States as its champion.

(5) Widespread ignorance and misunderstanding abroad of the evidence presented, the facts proven and the procedures involved in the trial, the sentencing and the execution of judgment in the case of the Rosenbergs.

(6) The inability of the United Nations Command to ensure the cooperation of the Republic of Korea with regard to measures deemed necessary to achieve an acceptable armistice in Korea.

(7) The adverse reaction/ widespread publicity of charges made and measures taken during the course of congressional investigations into various aspects of the foreign information and educational exchange program.

(8) ~~The interruption of broadcasting facilities construction, book translation programs and overly personnel practices incident to congressional investigations and changes in administrative procedures.~~

*delete*

9. Major changes that have occurred in the foreign information and educational exchange programs include

(1) a reduction in force from 14,064 persons to 11,882.

Those now employed include 1508 nationals of the United States employed in missions overseas and 2741 in the United States and 7633 local employees in missions overseas.

(2) a net ~~increase~~ of six, from 195 to 201, in the number of overseas outposts. However, current plans call for the closing of 13 posts early in fiscal year 1954.

(3) the closing of ~~thirteen~~ twelve libraries overseas, eleven of which were in Germany

(4) a reduction

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(4) a reduction in short-wave broadcasts from 43 hours and 45 minutes to 33 hours, strictly in programs in Spanish and Portuguese to Latin America, in Portuguese to Portugal, Hebrew, Malay, English, Korea, French and Italian

(5) the elimination of twelve domestic transmitters and the suspension of ~~Contracts~~ for the construction of major domestic transmitting facilities

(6) the testing of two megawatt transmitters, one in Okinawa and one in the Phillipines, for early broadcasting on medium bands to the Far East

(7) the relay by the improved facilities in Colombo of daily programs in Hindi and Urdu, followed by broadcasting of transcription in Tamil and Bengali

(8) the simultaneous relay by Munich of the program in Hindi to audiences in East and South Africa

(9) the increase by 100% of religious broadcasts, planned in cooperation with many religious groups, to peoples behind the Iron Curtain

(10) the transformation of the Wireless Bulletin to the Wireless File, designed for adaptation for publication in accordance with local needs

(11) the initiation of the experimental use of folk-lore in motion pictures as a means of reaching sensitive areas with politically significant messages

(12) the distribution within India of 4500 sets of 101 paper-back books as expendable libraries

(13) the appointment of Dr. Robert L. Johnson, former President of Temple University, to be Administrator of the International Information Administration

(14) the establishment

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(14) the establishment of a Plans Board in the office of the Administrator

(15) the appointment of Mr. Chester Cowdin, former chairman of the board of Universal Pictures, to be Assistant Administrator of the International Motion Picture Service and the appointment of Mr. Cecil B. de Mille as principal consultant

(16) the appointment of Mr. Leonard Erikson, formerly of McCann-Erikson, to be ~~Deputy~~ Administrator of the International Broadcasting System